



## ***A Litter Bit Better! Event Summary 2007-2010***

### **Introduction**

In late 2006, two citizens came to Mayor Ardell Brede and the Chamber of Commerce with the idea of getting community members involved in a city-wide litter cleanup effort. The Mayor brought a team of organizations together to plan and coordinate what would become the annual *Help Make Rochester A Litter Bit Better!* event.

*A Litter Bit Better!* volunteers collect litter, reduce land and water pollution, and increase community pride during the eight-day annual event. Through this event and other special initiatives, the *A Litter Bit Better!* Steering Committee hopes to reduce litter-generating behavior in Rochester.

Over the last four years, thousands of individuals, service groups, businesses, scout troops, faith groups, Neighborhood Associations, and families have been a part of this program. Together they collected over 107,000 pounds of trash in Rochester. This event could not happen without the continued support and generous contributions from our sponsors and hard working volunteers. Thank you!



*Waste Management Staff and ALBB Steering Committee Members  
at "Trash Mountain" (2010)*



*Volunteers reporting for duty (2007)*

## Amount and Types of Trash Collected

	2007	2008	2009	2010
<b>Amount of trash collected</b>	21,000 pounds (10.5 tons)	23,800 pounds (11.9 tons)	39,600 pounds (19.8 tons)	24,000 pounds (12.5 tons)

- Bottles, cans, paper, plastic, cigarette butts, and food containers/wrappers were the most commonly reported types of litter each year.
- The four main sources of litter are malls, construction sites, uncovered trucks, and people (accidental or intentional)



*TJMaxx staff haul a couch out of a wetland (2010)*



*A wee volunteer helps clean up Bear Creek Park (2010)*



*Good Shepherd Church volunteers taking a break(2010)*

## Volunteer Information

	2007	2008	2009	2010
<b>Number of registered Volunteers</b>	1,400	4,003	3,207	3,535
<b>Number of registered groups</b>	144	196	206	235
<b>Average group size*</b>	9.7	20.4	15.5	15.1

\*Group size ranged from individuals to 1,000 people (at Mayo High School).

<b>Group Type</b>	<b># of Groups 2010</b>	<b># of Registered Volunteers 2010</b>	<b>% of Volunteers 2010</b>
Businesses	23	288	8.1%
Churches	13	804	22.7%
Families	88	315	8.9%
Individuals	18	16	0.5%
Neighborhood Associations	27	302	8.5%
Other Organizations	22	317	9.0%
Schools	15	1108	31.3%
Scouts	29	385	10.9%
<b>TOTALS</b>	<b>206</b>	<b>3535</b>	<b>100%</b>





Brownie Troop 40013 pitching in (2010).



Summit Pointe Ponds Cleanup Crew (2010)



The rain didn't stop GS Troop 40102! (2010)

## Adopted Areas

	2007	2008	2009	2010
Number of adopted sites	107	206	226	230
Total collection area	2,412 acres	5,169 acres	5,232 acres	6,100 acres

## Survey Responses

A new online survey was utilized in 2010 to help guide the program into the future.



Litter (green bags) and recyclables (blue bags) being stockpiled at Rochester Services Company during the event week (2008)

### From those surveyed, we learned that:

- >99% of all survey respondents would participate in ALBB again.
- 33% of respondents said that because of ALBB they are adopting more environmental stewardship practices.
- Of those who collected at the same site, 63% reported finding less litter at their site this year!
- 84% of those surveyed said they picked up litter during other times of the year.
- The program is well received and creates a sense of pride toward Rochester.



City Staff with part of their collection pile (2010)



An Early Child Care kiddo finds fast food litter (2010)

## ALBB Leadership 2007-2010

<b><u>Organization</u></b>	<b><u>2007</u></b>	<b><u>2008</u></b>	<b><u>2009</u></b>	<b><u>2010</u></b>
Boy Scouts Gamehaven Council	X	X	X	X
4-H	X			
Canadian Honker	X			
Chamber of Commerce	X	X	X	X
City Auto Glass - Rochester	X	X	X	X
City of Rochester	X	X	X	X
Girl Scouts		X	X	X
KTTC/KXLT/CW	X	X	X	X
Kwik Trip	X	X	X	X
Mayo High School				X
MnDOT		X	X	X
Olmsted County Solid Waste		X	X	X
Olmsted County Youth Commission		X	X	
Point of View Condos				X
Property Brokers of MN				X
Quarry Hill Nature Center	X	X	X	X
Rneighbors	X	X	X	X
Rochester Area Builders				X
Rochester Community and Technical College	X	X	X	X
Rochester Post Bulletin	X	X	X	X
Rochester Service Company	X	X	X	X
Think Mutual Bank	X	X	X	X
Trek Analytics				X
Veolia Environmental Services				X
Waste Management	X	X	X	X



Mayo High School students cleaning up Bear Creek Park (2007)



Waste Management employee separating waste types (2009)



Rochester Muslim Community volunteers (2010)



## Sponsors 2007-2010

This is a summary of cash donors and sponsors providing in-kind services and supplies such as advertising, recycling bags, staff time, and food. There has been some variation from year-to-year on the sponsorship level. The number following the name in the table below denotes years of sponsorship.

### 2006-2010 ALBB Sponsorship

Event Sponsor (\$5000+)	Ten-Ton Pile (\$1000-\$4999)	One-Ton Pile (\$100-\$999)	Truckload (\$1-\$99)
City of Rochester(4)	Arnold's Supply and Kleenit Company(4)	Associated Bank(3)	Boy Scouts, Gamehaven Council(3)
City Auto Glass Rochester(4)	Kwik Trip(4)	Canadian Honker(3)	Coldwell Banker Realty, Linda Odden(1)
Clear Channel(4)	MnDOT District 6(3)	Church of St. John the Evangelist(2)	Farmer's Insurance, Nate Bailey Agency(1)
Cumulus Broadcasting(4)	Olmsted County Public Works(4)	Girl Scouts(4)	Farmer's Insurance, Steve Strauss Agency(3)
KXLT/KTTC/CW(4)	Rochester Area Foundation(1)	Great Harvest Bread Co.(3)	Gingerbread House <sup>(1)</sup>
RNeighbors(4)	Rochester Honkers Baseball Club(3)	Green Planet Disposal <sup>(1)</sup>	Hunt Silver Lake Drug and Gift(1)
Rochester Chamber of Commerce(4)	Roscoe's Root Beer and Ribs, Inc.(3)	K&M Glass(1)	Nature's Best Cleaners, Inc.(3)
Rochester Post Bulletin(4)	Sixta Insurance(1)	KAAL TV(1)	Olmsted County DFL(2)
Rochester Service Company(4)	Somerby Golf Community <sup>(1)</sup>	Keller Williams Realty, Jim Clark Agency(1)	On-Site Sanitation(2)
Waste Management(4)	Think Mutual Bank(4)	KIMT TV(1)	Rochester License Center, Inc.(1)
	Veolia Environmental Services(3)	Mayo Foundation(1)	Ted Smith Insurance(1)
		Midwest Wireless(1)	Wells Fargo(1)
		Olmsted County Youth Commission(2)	Various Citizens:
		Pepsi(4)	Abts(1)
		Quarry Hill Nature Center(4)	Hillenbrand(3)
		Rochester Central Lutheran School(1)	Larson(1)
		Rochester Community and Technical College(4)	Miller(1)
		Sterling State Bank(1)	
		Sunstone Hotels <sup>(1)</sup>	
		Thrivent Financial, Med City Chapter(2)	
		University of MN Extension, 4H(1)	



A family enjoying their roadside clean up (2010)

## Budget

	In-Kind Donations*	Cash Donations	Expenses**
<b>2007</b>	\$ 56,798.00	\$ 7,875.00	\$ 4,051.00
<b>2008</b>	\$ 50,184.70	\$ 4,970.00	\$ 2,654.35
<b>2009</b>	\$ 71,295.70	\$ 70.00	\$ 1,396.25
<b>2010</b>	\$ 76,314.00	\$ 4,588.00	\$ 3,557.00

\*Litter collection; disposal; TV, radio, and newspaper advertising; staffing; closing picnic food; recycling bags.

\*\*Bags, printing, paper, magnets, tshirts, postage, cigarette butt initiative.

## Bag Use

	Garbage	Recycling
<b>2007</b>	2800	0*
<b>2008</b>	3200	2200
<b>2009</b>	3380	1500
<b>2010</b>	3600	2300

\*Recycling bags were not used the first year.



*It takes teamwork to clean up our city. (2009)*

## Event Promotion

A variety of promotional materials and methods have been used including:

- Save the Date postcard mailings, fliers, and magnets
- Church bulletin notices
- Posters distributed at area businesses
- Press releases
- Newspaper, newsletter, and magazine articles
- Radio, television, and newspaper ads
- Rochester Cable Channel 19 TV spots
- Email notifications
- Website postings
- Interviews and presentations
- Vehicle magnets (new in 2010)



*Volunteer Mark St. Peter sporting his new vehicle magnet (2010)*

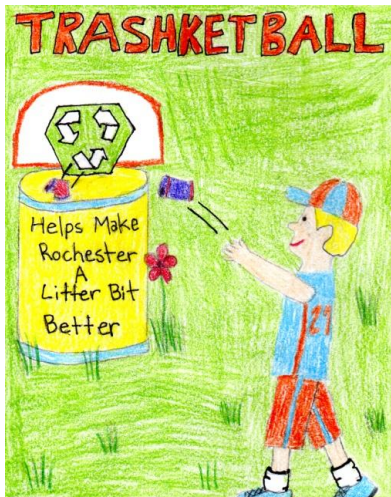
## School Poster Contest

A poster contest was started in 2008 for all 4<sup>th</sup> graders. One winner from each school is selected and the winner receives an *A Litter Bit Better!* tshirt, an opportunity to be in the Rochesterfest parade, and a signed letter of appreciation from the Mayor. In addition, a Grand Prize Winner is selected and has their art published on a pledge card that is distributed to all 4<sup>th</sup> graders. In addition to the prize noted above, the Grand Prize Winner also receives a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.

Poster Contest	Number of Schools	Number of Entries
<b>2008</b>	4	113
<b>2009</b>	5	81
<b>2010</b>	7	144



*Grand Prize Poster Contest winner Daphne Jebens and her classmates from Sunset Terrace had a pizza lunch with Mayor Brede! (2010)*



### Additional Litter Information

From the Minnesota Department of Transportation Website:

- Research has shown that 55% of all littering is done intentionally by people who drop or discard products.
- Experts estimate that 80% of all littering is done by males.
- Food and beverage packaging constitutes 51% of roadside litter.

From Georgia's "Litter: It Costs You" Campaign:

- Litter can lead to decreased tourism and business revenues.
- Litter can decrease the value of a home or business.
- Litter can be a major indicator of neighborhood decline.

From the Clean Air Council:

- In the U.S., the average person creates 4.39 pounds of trash per day.
- Americans throw away 2.5 million plastic bottles every hour.
- Each day the United States throws away enough trash to fill 63,000 garbage trucks.
- Research and experience prove that litter attracts more litter. A clean community discourages littering and raises local living standards and quality of life.

From The American Litter Scorecard, 2008 – a scoring of the 50 U.S. states on the quality and effectiveness of their litter removal activities:

- MN is ranked #4 overall. Features of the top states are above normal livability scores, lowest per person waste disposals, and little to no public corruption conviction rates. For MN to become a National Best state, MN legislators would need to pass a statewide beverage container deposit bill.
- Worst states include Mississippi, Nevada, Louisiana, West Virginia, Alabama, and Arkansas.



#### Other Litter Statistics:

- According to Keep America Beautiful, cigarette butts are the most littered item in America.
- In 2005, 1,122 Americans died as a result of traffic accidents caused by littering/moveable debris along roadways (*2005 Traffic Facts. NHTSA*).

#### **Ten Reasons Why People Think Other People Litter**

(From *A Litter Bit Better!* 2007-2009 survey responses.)

1. It is easier than finding a trash can
2. They think the world is a trash can
3. People are lazy
4. People don't care
5. They don't realize the impact they have on the environment
6. People don't respect the planet
7. Peer pressure
8. They think it is someone else's problem
9. Lack of pride toward their community
10. It is easier to have someone else pick up after them



Over 1,000 Mayo High School students collected over 2 tons of litter from along Bear Creek (2009).

#### **We Need Your Help!**

Want to get more involved with ALBB? We are looking for Steering Committee members and volunteers to help keep this program going! Contact Allison Plute, [aplute@rochestermn.gov](mailto:aplute@rochestermn.gov) for more information.

**SAVE THE DATE FOR A LITTER BIT BETTER! 2010: APRIL 16 – 23, 2011**

**For more event photos visit:  
[www.RNeighbors.org/litterbitbetter](http://www.RNeighbors.org/litterbitbetter)**



*Event Sponsors, Steering Committee Members and Friends celebrate another successful ALBB week. (2010)*